

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 267 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	13835	Campaign Ref:	E:063645650
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06364565
Est./PO Number:	06364565	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 7a Today Show MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
2	M-F 10a Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
3	M-F 11a My Carolina Today MT.....	04	75	30 Comme	Nbr of Spots	2	2	150
4	M-F 1p Days Of Our Lives M.....	03	230	30 Comme	Nbr of Spots	1	1	230
5	M-F 5p Judge Judy MT.....	03	210	30 Comme	Nbr of Spots	2	2	420
6	M-F 530p Judge Judy MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
7	M-F 6p News MT.....	03	305	30 Comme	Nbr of Spots	2	2	610
8	M-F 7p News MT.....	02	575	30 Comme	Nbr of Spots	2	2	1150
9	M-F 730p Extra	03	275	30 Comme	Nbr of Spots	2	2	550
Weekly Totals: Total Spots(Ord Spots)					11	26	37	

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Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 13835	Campaign Ref: E:063645650
Buyer: ..	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06364565
Est./PO Number: 06364565	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	170	30 Comme		2	2	340
11	Tue 10p ET / 9p CT Parenthood .T.....	03	1750	30 Comme		1	1	1750
12	Sat 7a Today ShowS.	03	175	30 Comme	1		1	175
13	Sat 6p NewsS.	03	200	30 Comme	1		1	200
14	Sat 7p NewsS.	03	250	30 Comme	1		1	250
15	Sun 6p NewsS	03	200	30 Comme	1		1	200
16	Sun 7p ET / 6p CT Football Night In AmericaS	05	1000	30 Comme	1		1	1000
17	M-F 6a News MT.....	03	350	30 Comme		2	2	700
18	M-Su 11p News MT..... Isolations: W/C 10/01 MTWTFSS	03	615	30 Comme		2	2	1230
Weekly Totals: Total Spots(Ord Spots)					11	26	37	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
19	Sun 11a Chris Matthews ShowS	03	100	30 Comme	Nbr of Spots 1		1	100
20	Sat SEC Football MTWTFSS Isolations: W/C 10/01S.	03	300	30 Comme	Nbr of Spots 1		1	300
21	Sat Notre Dame PrimeS.	06	325	30 Comme	Nbr of Spots 1		1	325
22	M-Su 11p NewsS.	03	615	30 Comme	Nbr of Spots 1		1	615
23	Sun 8a Today ShowS	03	175	30 Comme	Nbr of Spots 1		1	175
24	M-F 7a Today Show MT.....	03	550	30 Comme	Nbr of Spots 1		1	550
25	M-F 10a Today Show III MT.....	03	200	30 Comme	Nbr of Spots 1		1	200
26	M-Su Late News Late RunS	05	615	30 Comme	Nbr of Spots 1		1	615
Weekly Totals: Total Spots(Ord Spots)					11	26	37	

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	37	11	26
Cost	13835	3955	9850

<u>Grand Totals:</u>		<u>Spots:</u>	<u>37</u>
		<u>Gross Total:</u>	<u>13,835.00</u>
		<u>Commission:</u>	<u>2,075.25</u>
		<u>Net Total:</u>	<u>11,759.75</u>

REP HEADLINE# 6364565
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM STATION

OCT5/12 10.08
*** WNCN-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #
BUYER NAME STEPHANIE KINCAID
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6364565

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#284 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT6/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 10.08

REP: NEW ORDER
TTL \$16,245 @37X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

STA: ***PLS SEE M1-M6 FOR NEW OFFERS***
PLS ADVISE ASAP - REGARDING M1 - NEED RATE FOR NFL IS \$11,000
THX, CHERYL 10/4

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
ROMNEY FOR PRESIDENT

M1 UNRESL BUY#25 MISSED: SUN/815P-1130P OCT7 30S \$2,400.00 (OCT5/12)

OFFER: NONE

CMT: SPOT N/A D/T RATE - NEED \$11,000 FOR CLASS 2 IN NFL

CMT: PLS ADVISE

M2 UNRESL BUY#1 MISSED: M-TU/700A-900A OCT8(2/WK) 30S \$350.00 (OCT5/12)

BUY#2

M-TU/900A-1000A OCT8(2/WK) 30S \$550.00

OFFER: M-TU/600A-700A OCT8(2/WK) 30S \$350.00

& M-TU/700A-900A OCT8(2/WK) 30S \$550.00

CMT: INCORRECT RATES: 6AM NEWS IS \$350 AND TODAY SHOW(7-9A) IS \$550

CMT: PLS REVISE

M3 UNRESL BUY#12 MISSED: M-TU/1130P-1230A OCT8(2/WK) 30S \$175.00 (OCT5/12)

OFFER: M-TU/1130P-1230A OCT8(2/WK) 30S \$170.00

CMT: RVSD RATE FOR TONIGHT SHOW \$170

CMT: PLS ADVISE

M4 UNRESL BUY#15 MISSED: SAT/1100A-1130A OCT6 30S \$100.00 (OCT5/12)

OFFER: SUN/1100A-1130A OCT7 30S \$100.00

CMT: CHRIS MATTHEWS AIRS ON SUN AT 11AM

CMT: PLS REVISE

REP HEADLINE# 6364565
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT5/12 10.08
*** WNCN-TV ***

STATION MAKEGOOD OFFERS:
M5 UNRESL BUY#21

MISSED: SUN/800P-900P OCT7 30S \$175.00 (OCT5/12)
OFFER: SUN/800A-900A OCT7 30S \$175.00 PLS ADVISE.
CMT: SUNDAY TODAY SHOW AIRS 8-9AM
CMT: PLS REVISE

M6 UNRESL BUY#22 MISSED: SUN/1000A-1100A OCT7 30S \$750.00 (OCT5/12)
OFFER: M-TU/700A-900A OCT8 30S \$550.00 PLS ADVISE.
& M-TU/1000A-1100A OCT8 30S \$200.00
CMT: SPOT NA D/T PROGRAM SOLD OUT- MGS BOOKED TODAY SHOW AND TODAY SHOW III
CMT: PLS ADVISE ASAP

CONTRACT TOTAL 16245.00
TOTAL SPOTS 37

REP HEADLINE# 6364565
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT5/12 09.57
*** WNCN-TV ***

ADV #	ADV. NAME	POLI/M ROMNEY/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MICK NESCI (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6364565	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY FOR PRESIDENT	EST#284	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT6/12	OCT9/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT5/12	09.57

REP: NEW ORDER
TTL \$16,245 @37X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY FOR PRESIDENT
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 16245.00
TOTAL SPOTS 37

REP HEADLINE# 6364565
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT4/12 21.03
*** WNCN-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US

AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6364565

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#284 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT6/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT4/12 21.03

REP: NEW ORDER
TTL \$16,245 @37X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 284

* 1 700A-1900A 6-7A 30 \$350.00 10/8 10/9 2 M-TU 2

PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

* 2 900A-1000A 7-9A 30 \$550.00 10/8 10/9 2 M-TU 2

PROGRAM : TODAY SHOW2
CON COM1 : TODAY SHOW2

3 1000A-1100A 30 \$200.00 10/8 10/9 2 M-TU 2

PROGRAM : TODAY SHOW3
CON COM1 : TODAY SHOW3

10/5/12

REP HEADLINE# 6364565
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 21.03
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1100A-1130A PROGRAM : CAROLINA TODAY CON COM1: CAROLINA TODAY	30		\$75.00	10/8	10/9	2		M-TU	2
5			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$230.00	10/8	10/8	1		MON	1
6			500P-530P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$210.00	10/8	10/9	2		M-TU	2
7			530P-600P PROGRAM : JUDGE JUDY B CON COM1: JUDGE JUDY B	30		\$250.00	10/8	10/9	2		M-TU	2
8			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$305.00	10/8	10/9	2		M-TU	2
9			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$575.00	10/8	10/9	2		M-TU	2
10			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$275.00	10/8	10/9	2		M-TU	2
11			1100P-1130P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$615.00	10/8	10/9	2		M-TU	2
12			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$175.00	10/8	10/9	2		M-TU	2

MS

170

REP HEADLINE# 6364565
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 21.03
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000P-1100P PROGRAM : PARENTHOOD CON COM1 : PARENTHOOD	30		\$1,750.00	10/9	10/9	1		TUE	1
14			700A-900A PROGRAM : SAT TODAY CON COM1 : SAT TODAY	30		\$175.00	10/6	10/6	1		SAT	1
15			1100A-1130A PROGRAM : CHRIS MATTHEWS CON COM1 : CHRIS MATTHEWS	30		\$100.00	10/6 10/7	10/6 SAT	1		SAT SUN	1
16			1200N-330P PROGRAM : COLLEGE FTBL CON COM1 : COLLEGE FTBL	30		\$300.00	10/6	10/6	1		SAT	1
17			600P-630P PROGRAM : NEWS 6P CON COM1 : NEWS 6P	30		\$200.00	10/6	10/6	1		SAT	1
18			700P-730P PROGRAM : NEWS 7P CON COM1 : NEWS 7P	30		\$250.00	10/6	10/6	1		SAT	1
19			730P-1100P PROGRAM : COLLEGE FTBL CON COM1 : COLLEGE FTBL	30		\$325.00	10/6	10/6	1		SAT	1
20			1100P-1130P PROGRAM : NEWS 11P CON COM1 : NEWS 11P	30		\$615.00	10/6	10/6	1		SAT	1
21			800A-900A PROGRAM : SUN TODAY CON COM1 : SUN TODAY	30		\$175.00	10/7	10/7	1		SUN	1

mb

mb

2

REP HEADLINE# 6364565
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 21.03
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			1000A-1100A	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : MEET PRESS CON COM1 : MEET PRESS <i>MA: ME TODAY \$550 + TODAY 11 \$200</i>												

23			600P-630P	30		\$200.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS 6P CON COM1 : NEWS 6P												

24			700P-815P	30		\$1,000.00	10/7	10/7	1		SUN	1
PROGRAM : FTBL IN AMERICA CON COM1 : FTBL IN AMERICA												

25			815P-1130P	30		\$2,400.00	10/7	10/7	1		SUN	1
PROGRAM : NFL FTBL CON COM1 : NFL FTBL <i>11,000</i>												

26			1130P-1200M	30		\$615.00	10/7	10/7	1		SUN	1
PROGRAM : SUN LATE NEWS CON COM1 : SUN LATE NEWS												

OCT/12 16245.00 CONTRACT TOTAL 16245.00
 TOTAL SPOTS 37

MARKET TOTALS \$203,062 WNCN 8% WRAL 45% WTVD 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WNCN-Greenville-New Bern-Washington

Date:

10/1/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Oct. 3-Nov. 6					

Total Charges: *see schedules for Oct. 3-Nov. 6

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee and Romney for President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Anthony Parker and Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/1/12

Date

B. Kincaid

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title